



# COOK ISLANDS QUALITY ASSURED STANDARDS & GUIDELINES

## WEDDINGS AND EVENTS



### WEDDINGS AND EVENTS | WEDDING CELEBRANT

#### GOVERNANCE, COMPLIANCE AND REGULATION

All Licences, Registrations and Certificates required by law are available on request	Yes	No
Your business complies with current accounting standards, is up to date with tax filing and record keeping	Yes	No

#### CULTURE AND HERITAGE

Management and staff understand the Kia Orana Values and guiding principles to foster authentic Cook Islands experiences	Yes	No
Encourage visitors and guests to purchase locally made products in the Cook Islands		Guideline
Showcase and promote Cook Islands culture and traditions by using one or more of the key components in your product or structures; artefacts, images, videos and visual art		Guideline
Management and staff use of 'Reo Maori' words to create awareness on the importance of the Cook Islands Maori language on the visitor experience		Guideline
Implement a cultural or community initiative that engage local partners to be a part of your business		Guideline
Promote the 'Pa Enuā' experience and its distinctive features in upholding Cook Islands culture and heritage		Guideline
Promote local gastronomy and culinary experiences		Guideline
Promote historical and cultural events for guests and customers to appreciate Cook Islands social practices, rituals, traditions, music, dance and performing arts		Guideline
Ensure cultural information provided to guests are well researched, appropriate and accurate		Guideline
Emulate Cook Islands culture through attire or presentation where applicable e.g. Kia Orana wear		Guideline

#### HUMAN RESOURCES

All human resource matters must comply with all related labour, gender, human rights and tax laws	Yes	No
Staff engagement and satisfaction should be measured regularly as part of the performance management system		Guideline
Prioritise on the job training and development of staff to ensure the workforce is competently skilled		Guideline
A performance management framework or an appraisal system is available for staff to identify areas of strength and areas for development		Guideline

#### ENVIRONMENT

Only natural/biodegradable/compostable confetti is used	Yes	No
All rubbish is collected, separated and correctly recycled	Yes	No

#### MARKETING AND PROMOTIONS

All marketing material is a true representation of the establishment and facilities offered	Yes	No
Establish a marketing plan or strategy to ensure products and services are communicated through various channels to your business partners and consumers	Yes	No
Foster business-to-business partnerships to build a strong supply chain		Guideline
Develop business-to-consumer platforms such as website and social media to reach to your consumers effectively		Guideline
Leverage media partners to create greater awareness for your business and should extend to non-traditional partners e.g. social influencers, bloggers, etc		Guideline
Promotions should incorporate elements of Cook Islands culture and heritage		Guideline

#### HEALTH, SAFETY AND SECURITY

<b>- GENERAL</b>		
High standards of safety, cleanliness and hygiene is observed in all areas	Yes	No
<b>- FIRE, SAFETY &amp; EMERGENCY PROCEDURES</b>		
Employees have knowledge of emergency and evacuation procedures and are able to communicate to customers	Yes	No
Tsunami and Cyclone evacuation procedures on display or communicated where applicable (e.g. wedding consults, email communication, MC)		
Indoor venues must have functioning smoke detectors(s)	Yes	No

#### CUSTOMER SERVICE

Manager or staff member available for contact during normal working hours	Yes	No
Staff in all areas are clean and tidy in appearance	Yes	No
Enquiries are responded to in a timely manner	Yes	No
Cancellation and refund policy is clearly stated	Yes	No
Receipt must be available on request	Yes	No
High standards of service to customers, fulfilling contracts and agreements	Yes	No
Clearly disclose the terms of contracts and agreements, including deadlines and payment schedules	Yes	No
Prompt responses to genuine complaints, making every effort to resolve disputes	Yes	No
Respect communication preferences and privacy concerns of customers	Yes	No
Approach business dealings, market place transactions and commitments with integrity	Yes	No
Enquiries, sales and bookings are responded to in a timely and professional manner	Yes	No
Ensure there is a platform that allows customers to provide feedback and reviews in order to continuously improve products and services	Yes	No
Ensure the information provided to customers is factual, accurate and informative	Yes	No
Consultations with clients prior to service or event	Yes	No
Understand privacy and using all information collected as it was intended	Yes	No
Establish and maintain a positive and ethical track record in the marketplace		Guideline
Ensure all staff complete the Kia Orana Customer Service course		Guideline

#### LEGEND:

**Standard** refers to the **Yes | No** questions - These are compulsory standards and must be met to suffice accreditation.

**Guideline** - These are a guideline for best practices only (you do not need to meet these but we would love for you to indicate whether you do or not)

#### DISCLAIMER:

These Standards and Guidelines are effective from 01 January 2023. This document was updated on May 2023. For any updates or changes, please contact Cook Islands Tourism Corporation.